

Community Connection

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PTV is Unique

- Local presence
- Local needs/interest
- Local partnerships
- Local value
- Local support

MPT: a great partner

- Our values, drive value
 - State agencies
 - Community groups
 - Foundations

Education

- Online portal
 - Schools, teachers, families
- Partners: public and private
 - MSDE, JHU
- Measurable impact
 - └ Enrollments, web hits, evaluations

Civic Discourse

- One to many... One to one
 - On Air...long & short form
 - Online...long shelf life
 - On-site...in community
- On message...
 - Eldercare, Inner city, Alzheimer's, Substance abuse, Prisoner re-entry

Prisoner Re-entry

- Partnership
- Programmatic elements
- Results

MPT Public Square

- Broadcast platform
- Mission in action
- Value buckets
- Return on investment

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Thank You

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